



CALIFORNIA ENERGY COMMISSION

1516 NINTH STREET
SACRAMENTO, CA 95814-5512
www.energy.ca.gov



EFFICIENCY COMMITTEE

Load Management Standards (Docket #08-DR-01) Workshop on

CUSTOMER NEEDS AND EDUCATION

Tuesday, July 10th, 2008

10 AM to 4 PM

Hearing Room A – California Energy Commission

1. Commissioner Opening Comments

2. Energy Commission Staff Introduction

- Gabriel D. Taylor, P.E., *CEC Load Management Standards Project Manager*

3. Customer Education and Needs

- Loren Lutzenhiser, Ph.D., *Portland State University*

4. Commercial & Industrial Customer Education: Lessons from AutoDR

- Girish Ghatikar, *Demand Response Research Center*

5. 2007-2008 SMUD PowerChoice Time of Use Program

- Mithra Moezzi, Ph.D., *research / into / action^{inc}*

6. SMUD's Small Business Summer Solutions Pilot

- Karen Herter, Ph.D., *Heschong Mahone Group*

**7. Introduction to Commercial Building Control Strategies
& Techniques for Demand Response**

- Martha Brook, P.E., *California Energy Commission, Energy Efficiency Division*

Lunch Break (1 hour)

8. Utility Customer Education Experiences

- Jodi Stablein, *Pacific Gas & Electric*
- Mark Gaines, *San Diego Gas & Electric*
- Seth Kiner, *Southern California Edison*
- Vikki Wood & Amy Furlong, *Sacramento Municipal Utility District*

9. Public Comment

10. Commissioner Closing Comments